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Andrew B. Katz  
Fox Rothschild LLP  
2000 Market Street Tenth Floor  
Philadelphia, PA 19103

EXAMINER

NEURAUTER, GEORGE C

ART UNIT PAPER NUMBER

2143

DATE MAILED: 05/12/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/585,812

Applicant(s)

STOB, JAMES A.

Examiner

George C. Neurauter, Jr.

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 25 October 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-29,32-34,36,38 and 43 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-29,32-34,36,38 and 43 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

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#### **DETAILED ACTION**

Claims 1-29, 32-34, 36, 38 and 43 are currently presented and have been examined.

#### ***Response to Amendment***

The affidavit filed on 25 October 2004 under 37 CFR 1.131 is sufficient to overcome the Perkins reference.

#### ***Response to Arguments***

Applicant's arguments, see the response, filed 25 October 2004, with respect to the rejection(s) of claim(s) 1-29, 32-34, 36, 38, and 43 under Perkins have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of "Promotion" and other references as shown below.

The Examiner emphasizes for the record that the claims employ broad language including the use of words and phrases such as submitting an acceptable uniform resource locator containing the file name to each of the at least one Internet cataloging engines, each submission being made in accordance with a set of rules associated with the corresponding Internet cataloging engine.

These words and phrases have broad meanings in the art including both automatic and manual methods of submission of an

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uniform resource locator and wherein the phrase "set of rules associated with the corresponding Internet cataloging engine" has a broad interpretation in terms of what the rules of the Internet cataloging engine for "submission" of an uniform resource locator including submission of a URL for the purposes of a search to an Internet cataloging engine, navigating to the Internet cataloging engine, and submitting an uniform resource locator for cataloging including rules based on submission, catalog categories and/or search engine ranking.

Since the claims breadth allows multiple interpretations and meanings, which are broader than Applicant's disclosure, the Examiner is required under MPEP 2111 to interpret the claim limitations in terms of their broadest reasonable interpretations while determining patentability of the disclosed invention. See *In re American Academy of Science Tech Center*, 2004 WL 1067528 (Fed. Cir. May 13, 2004) ("While the claims of issued patents are interpreted in light of the specification, prosecution history, prior art and other claims, this is not the mode of claim interpretation to be applied during examination. During examination, the claims must be interpreted as broadly as their terms reasonably allow") Further, although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*,

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988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993). The Examiner has interpreted the claims with scope in parallel to the Applicant in the response and reiterates the need for the Applicant to more clearly and distinctly define the claimed invention. The Applicant is also requested to consider the cited prior art in this Office Action.

***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-29, 32-34, 36, 38 and 43 are rejected under 35 U.S.C. 102(b) as being anticipated by "WebPosition Gold 1.0 Help File" ("WebPosition").

Regarding claim 1, "WebPosition" discloses a website management method for managing a website's visibility on the Internet, comprising the steps of retrieving at least one file name; determining if the file name is to be submitted to at least one Internet cataloging engine, (section "Step by Step Instructions, specifically "You can go to each search engine and

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individually submit each of your pages, or you can use the built-in Submitter to create Missions to do it automatically"; section "Reporter", subsection "Creating a Mission", specifically "You may wish to set other options such as which search engines to monitor if you do not want to monitor them all..."; section "Tips on Improving Your Search Rankings!", subsection "How to submit your pages", specifically "Go to each search engine and select their submit URL option. Page submit links for each search engine have been provided on the Detail and Summary reports for your convenience! Just click on the link on the report and you'll go right to the submit page.") and

submitting an acceptable uniform resource locator containing the file name to each of the at least one Internet cataloging engines, each submission being made in accordance with a set of rules associated with the corresponding Internet cataloging engine. (section "Why use WebPosition?", specifically "Once pages are created..., they must be submitted. WebPosition offers advanced submission "safety" features not found anywhere elsewhere that insure users don't 'over submit' to an engine or accidentally violate one of their ever changing submission guidelines.")

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Regarding claim 2, "WebPosition" discloses the website management method as in claim 1, further comprising the step of storing only the file names known to be webpages. (section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting purposes. In addition...WebPosition supports unlimited pages...")

Regarding claim 3. "WebPosition" discloses the website management method as in claim 2, further comprising the step of storing the entire file associated with the file name. (section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting purposes. In addition...WebPosition supports unlimited pages..."; section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site...")

Regarding claim 4, "WebPosition" discloses the website management method as in claim 1, further comprising the step of storing only the file names known to be webpages and were submitted to at least one Internet cataloging engine. (section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting

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purposes. In addition...WebPosition supports unlimited pages..."

Regarding claim 5, "WebPosition" discloses the website management method as in claim 4, further comprising the step of storing the entire file associated with the file name that was submitted to at least one Internet cataloging engine. (section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting purposes. In addition...WebPosition supports unlimited pages..."; section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site...")

Regarding claim 6, "WebPosition" discloses the website management method as in claim 4, wherein storing only the file names known to be webpages further comprises storing the date and time the file name was submitted to at least one Internet cataloging engine and the name of the Internet cataloging engine. (section "Reporter", subsection "Creating a Mission", subsection "Customize Tab", specifically "Run Date - Date the Mission was run in MM/DD/YYYY format." And "Engine - Search engine used.")



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Regarding claim 7, "WebPosition" discloses the website management method as in claim 1, further comprising the step of determining which file names are to be submitted to the Internet cataloging engine. (section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 8, "WebPosition" discloses the website management method as in claim 1, wherein retrieving at least one file name further comprises the step of: reading file names from a file. (section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 9, "WebPosition" discloses the website management method as in claim 1, wherein retrieving at least one file name further comprises the steps of: searching the programming code of the file name retrieved for additional file names known to be webpages, and searching each additional file name known to be a webpage for additional file names known to be webpages until all webpages linked from the file name have been

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exhausted. (section "Submitter", specifically the text "Unlike other submitters or submitting services, WebPosition Gold's tool verifies that each page exists on Web Site BEFORE submitting..."; section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site and find the other pages that it links to...")

Regarding claim 10, "WebPosition" discloses the website management method as in claim 1, wherein retrieving at least one file name comprises the steps of: searching all the file names known to be a webpage within the current directory; traversing each and every directory from the current directory, and searching each traversed directory for additional file names known to be webpages. (section "Submitter", specifically the text "Unlike other submitters or submitting services, WebPosition Gold's tool verifies that each page exists on Web Site BEFORE submitting..."; section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site and find the other pages that it links to...")

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Regarding claim 11, "WebPosition" discloses the website management method as in claim 10, further comprising the step of: creating a uniform resource locator by combining the file name with the protocol, domain name, and corresponding traversed directory name. (section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 12, "WebPosition" discloses the website management method as in claim 7, wherein determining which file names are to be submitted further comprises the steps of: checking the date the file name was last submitted to the Internet cataloging engine; checking the submission rules associated with the Internet cataloging engine to submit the file name to, and allowing the file name to be submitted if the date the file name was last submitted does not violate the rules of the Internet cataloging engine. (section "Submitter", specifically "...can determine which pages have been modified or added since the last submission and submit only those pages.")

Regarding claim 13, "WebPosition" discloses the website management method as in claim 7, wherein determining which file names are to be submitted further comprises the steps of:

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checking the user defined rules for the number of uniform resource locators to be submitted to the Internet cataloging engine, and allowing the file name to be submitted if the submission does not violate a user defined rule. (section "Submitter", subsection "URLs Tab", "You should list the file(s) that you wish to submit to the search engines.")

Regarding claim 14, "WebPosition" discloses the website management method as in claim 5, further comprising the steps of determining which file names are to be submitted to the Internet cataloging engine. (section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 15, "WebPosition" discloses the website management method as in claim 14, wherein determining which file names are to be submitted further comprises the steps of comparing the data associated with the stored file name to the current corresponding file name file data found on the website, and allowing the file name to be submitted to the Internet cataloging engine if the file name file data found on the website is different from the data associated with the stored file name. (section "Submitter", specifically "...can determine

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which pages have been modified or added since the last submission and submit only those pages.")

Regarding claim 16, "WebPosition" discloses the website management method as in claim 14, wherein determining which file names are to be submitted further comprises the steps of: searching a file containing file names that are not to be submitted to Internet cataloging engines; not allowing the file name to be submitted to an Internet cataloging engine if the file name is found in the file containing file names that are not to be submitted to Internet cataloging engines. (section "Submitter", subsection "URLs Tab", "You should list the file(s) that you wish to submit to the search engines.")

Regarding claim 17, "WebPosition" discloses a website management method as in claim 1, wherein submitting an acceptable uniform resource locator further comprises: determining if the uniform resource locator is in a form acceptable to the Internet cataloging engine, and modifying the uniform resource locator to be in a form acceptable to the Internet cataloging engine the uniform resource locator is to be submitted to, if it is determined to be in a form that is unacceptable to the Internet cataloging engine. (section "Submitter", specifically "Unlike other submitters or submitting services, WebPosition Gold's tool verifies that each page exists

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on Web site BEFORE submitting." and "URL Verification Report let's you know if you need to re-submit a page that the engine refused or failed to index.")

Regarding claim 18, "WebPosition" discloses the website management method as in claim 1, further comprising the steps of storing file names known to be webpages that exist on the website being managed. (section "Submitter", specifically the text "Unlike other submitters or submitting services, WebPosition Gold's tool verifies that each page exists on Web Site BEFORE submitting..."; section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting purposes. In addition...WebPosition supports unlimited pages...")

Regarding claim 19, "WebPosition" discloses the website management method as in claim 1, further comprising the steps of storing file names known to be webpages that exist on external websites which are not being managed. (section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site and find the other pages that it links to...")

Regarding claim 20, "WebPosition" discloses the website management method as in claim 1, further comprising the steps of

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displaying the uniform resource locators associated with the managed website. ("Summary Description Report", specifically "This report will tell you many things including...informs you whether specific URL's or pages on your Web site have been listed in the index.")

Regarding claim 21, "WebPosition" discloses the website management method as in claim 20, wherein displaying the uniform resource locators associated with the managed website further comprises displaying the title within the webpage associated with the uniform resource locator. (section "Page Generator", subsections "Writing Killer Page TITLES" and "Define a Theme with Headings", specifically "Many search engines use the HTML <TITLE> tag as the title of your site in the search results that appear to the user."; section "Page Generator", subsections "Creating Effective Body Descriptions", specifically "For example, if you use marketing in your Title tag, a search on marketing or market will yield a match on most engines."; section "Reporter", subsection "Concise Summary Report", specifically "It gives you a quick snapshot of how you currently rank for all keywords and engines.")

Regarding claim 22, "WebPosition" discloses the website management method as in claim 20, wherein displaying the uniform resource locators associated with the managed website further

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comprises displaying the metatag information within the webpage associated with the uniform resource locator. (section "Page Generator", subsections "Creating Effective Body Descriptions", specifically "The body description you enter in the Page Generator will be used both for the <BODY> tag area of the page, and the META Description tag for the page. The text found in the META Description tag will be displayed to the user in the search results for many engines."; section "Reporter", subsection "Summary Description Report", specifically "POWER TIP #2: If you see a description you don't like, check your META DESCRIPTION tag for that page since most engines will read that tag for displaying the summary text on a search. Once you update the description to something "compelling" and informative, upload the page and resubmit.")

Regarding claim 23, "WebPosition" discloses the website management method as in claim 22, wherein displaying the uniform resource locators associated with the managed website further comprises displaying the title within the webpage associated with the uniform resource locator. (section "Page Generator", subsections "Writing Killer Page TITLES" and "Define a Theme with Headings", specifically "Many search engines use the HTML <TITLE> tag as the title of your site in the search results that appear to the user."; section "Page Generator", subsections



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"Creating Effective Body Descriptions", specifically "For example, if you use marketing in your Title tag, a search on marketing or market will yield a match on most engines."; section "Reporter", subsection "Concise Summary Report", specifically "It gives you a quick snapshot of how you currently rank for all keywords and engines.")

Regarding claim 24, "WebPosition" discloses the website management method as in claim 20, wherein displaying the uniform resource locators associated with the managed website further comprises displaying the ranking position of the uniform resource locator within a desired Internet cataloging engine. (section "Reporter", subsection "Concise Summary Report", specifically "It gives you a quick snapshot of how you currently rank for all keywords and engines."; section "Reporter", subsection "Summary Description Report", specifically "This reports will tell you many things including...displays your rank by Search Engine and Keyword.")

Regarding claim 25, "WebPosition" discloses a website management method for managing a website's visibility on the Internet, comprising the steps of: retrieving at least one file name; (section "Step by Step Instructions, specifically "You can go to each search engine and individually submit each of your pages, or you can use the built-in Submitter to create Missions

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to do it automatically"; section "Reporter", subsection "Creating a Mission", specifically "You may wish to set other options such as which search engines to monitor if you do not want to monitor them all..."; section "Tips on Improving Your Search Rankings!", subsection "How to submit your pages", specifically "Go to each search engine and select their submit URL option. Page submit links for each search engine have been provided on the Detail and Summary reports for your convenience! Just click on the link on the report and you'll go right to the submit page.")

creating an acceptable uniform resource locator by combining the file name with a protocol and a domain name and submitting the acceptable uniform resource locator containing the file name to each of at least one Internet cataloging engines, each submission being made in accordance with a set of rules associated with the corresponding Internet cataloging engine. (section "Why use WebPosition?", specifically "Once pages are created..., they must be submitted. WebPosition offers advanced submission "safety" features not found anywhere elsewhere that insure users don't 'over submit' to an engine or accidentally violate one of their ever changing submission guidelines."; section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to

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submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Claims 26 and 27 are rejected since claims 26 and 27 recite a computer readable medium that contain substantially the same limitations as recited in claims 1 and 25 respectively.

Regarding claim 28, "WebPosition" discloses t method for providing information about a site to a network cataloger, comprising: retrieving at least one file name; determining if the at least one file name is to be submitted to the network cataloger; (section "Step by Step Instructions, specifically "You can go to each search engine and individually submit each of your pages, or you can use the built-in Submitter to create Missions to do it automatically"; section "Reporter", subsection "Creating a Mission", specifically "You may wish to set other options such as which search engines to monitor if you do not want to monitor them all..."; section "Tips on Improving Your Search Rankings!", subsection "How to submit your pages", specifically "Go to each search engine and select their submit URL option. Page submit links for each search engine have been provided on the Detail and Summary reports for your convenience! Just click on the link on the report and you'll go right to the submit page.")

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identifying a set of submission rules associated with the network cataloger; creating a uniform resource locator from the at least one file name; and submitting the uniform resource locator to the network cataloger in accordance with the set of submission rules. (section "Why use WebPosition?", specifically "Once pages are created..., they must be submitted. WebPosition offers advanced submission "safety" features not found anywhere elsewhere that insure users don't 'over submit' to an engine or accidentally violate one of their ever changing submission guidelines."; section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 29, "WebPosition" discloses the method of claim 28, wherein creating comprises at least one of converting the file name into a URL format compatible with the protocol of the network cataloger, confirming that the file name is already in a general URL format and converting the file name into the compatible URL format, and confirming that the file name is already in the compatible URL format. (section "Submitter", specifically "Unlike other submitters or submitting services, WebPosition Gold's tool verifies that each page exists on Web

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site BEFORE submitting."; section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 32, "WebPosition" discloses the method of claim 28, comprising monitoring a ranking assigned by the network cataloger to the uniform resource locator, and retracting the uniform resource locator in accordance with a preferred ranking. (section "Reporter", subsection "Detail Report", specifically "You can always re-word things and resubmit to the engine."; section "Tips on Improving Your Search Rankings!", subsection "The Bad News: Submitting is Not Enough", specifically "The main reason that submitting is not enough, is position. It takes some follow up, revision, and resubmitting of your pages to improve your positions on the search engines.")

Regarding claim 33, "WebPosition" discloses the method of claim 28, wherein retrieving the at least one file name comprises retrieving a name associated with a framed page, and wherein creating the uniform resource locator comprises maintaining an association between the uniform resource locator, the name, and at least one of a framing page and the site. (section "Tips on Improving Your Search Rankings!", subsection

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"Pitfalls in Web Design", subsection "FRAMES", specifically "If you wish to use frames, a good idea is to put in fake links in the <NOFRAMES> section. Insert a link such as <A HREF="my\_other\_page.htm">Click here</A> should work.")

Regarding claim 34, "WebPosition" discloses the method of claim 28, wherein retrieving the at least one file name comprises retrieving a name of an external file associated with the site, and wherein creating the uniform resource locator comprises maintaining an association between the uniform resource locator, the name, and the site. (section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site and find the other pages that it links to...")

Regarding claim 36, "WebPosition" discloses the method of claim 28, wherein retrieving at least one file name, comprises retrieving a file name of a file referenced by a forbidden file, while maintaining the anonymity of the forbidden page. (section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

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Regarding claim 38, "WebPosition" discloses the method of claim 28, wherein creating comprises creating the uniform resource locator from the file name in accordance with the set of submission rules. (section "Why use WebPosition?", specifically "Once pages are created..., they must be submitted. WebPosition offers advanced submission "safety" features not found anywhere elsewhere that insure users don't 'over submit' to an engine or accidentally violate one of their ever changing submission guidelines."; section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 43, "WebPosition" discloses the method of claim 38, wherein retrieving the at least one file name comprises retrieving a name associated with a framed page, and wherein creating the uniform resource locator comprises maintaining an association between the uniform resource locator, the name, and at least one of a framing page and the site. (section "Tips on Improving Your Search Rankings!", subsection "Pitfalls in Web Design", subsection "FRAMES", specifically "If you wish to use frames, a good idea is to put in fake links in

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the <NOFRAMES> section. Insert a link such as <A  
HREF="my\_other\_page.htm">Click here</A> should work.")

Claims 1 and 25-28 are rejected under 35 U.S.C. 102(b) as  
being anticipated by "SelfPromotion.com Home Page"  
("Selfpromotion.com")

Regarding claims 1 and 25-28, "Selfpromotion.com" discloses  
a method and computer readable medium that disclose retrieving  
at least one file name, determining if the at least one file  
name is to be submitted to at least one of a network catalogers  
or Internet cataloging engines, identifying a set of submission  
rules associated with the network catalogers, creating a uniform  
resource locator from the at least one file name, and submitting  
the uniform resource locator containing the file name to each of  
at least one of the network catalogers or Internet cataloging  
engines in accordance with the set of submission rules. (page 1,  
specifically "Each site has an "Add URL" page that lets you  
enter information about your site into their database...Self  
Promotion.com automates this process. You decide what sites you  
want to register with, and fill in the information required only  
once...Then "Tooter", the tireless submission daemon...goes  
around the net and does all the typing for you."; page 1 and 2,  
specifically "The argument is that each site has different  
restrictions as to description lengths, categories, and so



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on...Tooter knows exactly what each target site wants...Tooter also knows all the categories for all the sites...")

Claims 1 and 25-28 are rejected under 35 U.S.C. 102(b) as being anticipated by "Submit It! User Guide: Gold and Pro Versions" ("Submit It").

Regarding claims 1 and 25-28, "Submit It" discloses a method and computer readable medium that disclose retrieving at least one file name, determining if the at least one file name is to be submitted to at least one of a network catalogers or Internet cataloging engines, identifying a set of submission rules associated with the network catalogers, creating a uniform resource locator from the at least one file name, and submitting the uniform resource locator containing the file name to each of at least one of the network catalogers or Internet cataloging engines in accordance with the set of submission rules. (pages 7-8, "Submit URL", step 2, specifically page 7, the text "This second step allows you to send your Web site information to general directories and yellow pages such as Yahoo and InfoSpace. Most of these sites require some customization of your information such as selecting a listing category" and "Click on/off (select/deselect) the catalog boxes until you have selected the desired catalogs" and page 8, the text "III. Submit Your URL...Click the "Submit It! Button.")

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Claims 1 and 25-28 are rejected under 35 U.S.C. 102(b) as being anticipated by "1News Briefs: Promotional Tools: URL Listing Service Monitors Engine Submission" ("1News").

Regarding claims 1 and 25-28, "1News" discloses a method and computer readable medium that disclose retrieving at least one file name, determining if the at least one file name is to be submitted to at least one of a network catalogers or Internet cataloging engines, identifying a set of submission rules associated with the network catalogers, creating a uniform resource locator from the at least one file name, and submitting the uniform resource locator containing the file name to each of at least one of the network catalogers or Internet cataloging engines in accordance with the set of submission rules. (page 1, specifically "...Galaxy 2020 Marketing just introduced a news search engine submission service that...monitors changes in search engine submission and Web site listing criteria and adjusts and updates client listings accordingly...MegaURL tracks where clients are listed, what page they're on, and whether and why submission requests are received but not implemented (with continual resubmissions until the listing is actually accepted).)

### **Conclusion**

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The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

The following prior art teaches the state of the art in URL submission:

Newzow, Marty. "E-Commerce Site Promotion", WebBusiness, December 1997, <<http://webserver.cpg.com/wb/2.11/>>, 7 pages;

Webster Group International, Inc. "All Encompassing Werb Site Promotion & Specialized Internet Marketing By Webster Group International", publicly posted 30 January 1997, <<http://web.archive.org/web/19970130024039/www.wgi.com/mkt-promo-svc.html>>, 6 pages;

Wilson, Dr. Ralph F. "Review: WebPosition Gold 1.0", Web Marketing Today, Issue 54, 1 March 1999, <[www.wilsonweb.com/reviews/webposition-gold.htm](http://www.wilsonweb.com/reviews/webposition-gold.htm)>, 7 pages;

Webster Group International, Inc. "www.SitePromoter Web Site Promotion Software Features & Benefits", publicly posted 6 December 1998, <<http://web.archive.org/web/19981206035920/www.sitepromoter.com/spfeatures.htm>>, 3 pages.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to George C. Neurauter, Jr. whose telephone number is (571) 272-3918. The

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examiner can normally be reached on Monday through Friday from 9AM to 5:30PM Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

gcn

  
**DAVID WILEY**  
**SUPERVISORY PATENT EXAMINER**  
**TECHNOLOGY CENTER 2100**